

TOOELE COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	58,557	59,326	n/a	-	
Total Non-Ag Employment	15,644	15,993	n/a	-	
Non-Ag Avg Monthly Wage	\$3,409	\$3,516	n/a	-	
Per Capita Income	\$26,602	\$27,748	n/a	-	
Unemployment Rate*	8.2%	6.9%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	74,351,099	75,066,839	80,924,435	1.0%	
Travel & Tourism Related Employment	1,399	1,356	1,407	-3.1%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$3,888,614	\$3,959,035	\$4,240,100	7.1%	
Transient Room Tax	\$264,478	\$259,469	\$285,998	10.2%	
Restaurant Tax	\$410,848	\$431,631	\$455,930	5.6%	
Retail Sales					
Gross Taxable Retail Sales	\$576,438,235	\$600,288,692	\$641,626,559	6.9%	
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	340,645	337,072	348,534	3.4%	
Antelope Island S.P.	285,390	282,145	292,662	3.7%	
Utah Lake S.P.	278,664	285,359	280,422	-1.7%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	
Camp Floyd S.P.	16,656	16,703	16,609	-0.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

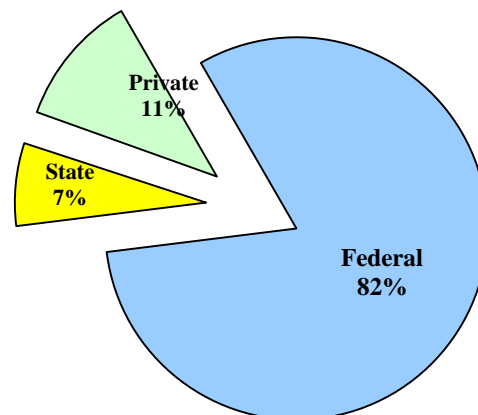
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Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	82.4%
BLM	43.1%
US Forest Service	3.7%
National Park Service	--
National Wildlife Service	--
Other •	35.6%
State Government	7.1%
Utah State Parks & Recreation	0.0%
Utah State Wildlife Reserves	0.0%
State Trust Lands	5.8%
Other ••	1.2%
American Indian	0.4%
Private*	11.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Tooele County Tourism Profile

